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YEARS OF
**MAKEMYTRIP
FOUNDATION**

Annual Report 2024-25

Reflecting on ten years of transformative impact, where sustainability, community engagement, and conscious travel have been at the heart of every journey.



**WITH EVERY PRINTED COPY OF THIS ANNUAL REPORT,
WE'RE PLANTING A TREE TO GIVE BACK TO NATURE.**

| | | |
|----|---|----|
| 01 | Preface: A note from Anisha Narula | 02 |
| | 02 Looking Back: Milestones & Moments | 03 |
| 03 | Real Stories, Real Change: Witnessing the Impact | 06 |
| | 04 The Inside Scoop: Hear from our Trustees | 16 |
| 05 | Climate Action: Nurturing our Future | 19 |
| | 06 Community Empowerment: Strengthening ties. Enriching lives | 27 |
| 07 | Travel Magar Pyaar Se: Reshaping travel trends | 30 |
| | 08 Stronger Together: Our Incredible Partnerships | 32 |
| 09 | Our Volunteers: Our Helping Hands | 33 |
| | 10 Meet the Team | 37 |

Preface

As we mark the 10th anniversary of the MakeMyTrip Foundation, let's take a moment to reflect on the journey so far.

The past decade has been one of learning, collaboration, and progress driven by the passion of those who believe in building a more sustainable future. From restoring ecosystems to empowering communities, every step has been a reminder of what's possible when we come together for a shared purpose.

This edition shines light on the people, initiatives, and defining moments that have shaped our impact. It also shares updates on our ongoing efforts to drive meaningful change guided by our commitment to sustainability and responsible tourism.

We hope these stories offer insight into the work being done and the road ahead. Your thoughts and reflections mean a lot to us. Scan the QR code on the last page to share your feedback.



Anisha Narula

Senior Manager & Lead -
Corporate Social Responsibility

Looking Back: Milestones & Moments

As the social development arm of the MakeMyTrip Group, the MakeMyTrip Foundation is dedicated to making travel more sustainable and inclusive. For the past ten years, we have worked to support communities, protect natural ecosystems, and promote responsible tourism across India.

We believe that travel should not only create memorable experiences for visitors but also contribute positively to the places and people that make these journeys special. Our efforts focus on climate action, community empowerment, and sustainable tourism; taking small but meaningful steps to create long-term impact.



Our Pillars



CLIMATE ACTION

- Afforestation •
- Waste Management •



COMMUNITY EMPOWERMENT

- Community-based Tourism Initiatives
- Upskilling Local Communities

As we look back on this journey, here are our key milestones that highlight **the impact** we've been fortunate to be a part of:

SEEDS OF THE FUTURE

21 LAKH+

saplings planted, covering approximately 5,400 hectares (equivalent to 7,500 football fields)

REDUCING CARBON FOOTPRINT

8,000 MT

of CO₂ sequestered annually, equal to taking 5,400 flights off the grid

SUSTAINABLE TOURISM INITIATIVES

**37 HOMESTAYS
AND 7 ECO-CAFÉS
SUPPORTED**

FODDER FOR LIVELIHOODS

22,000 MT

of fodder harvested by communities, supporting about 4,000 cattle

KEEPING SPACES CLEAN

351+ MT

of waste collected, about 44 truckloads

BOOSTING LOCAL ECONOMIES

OVER INR 82 LAKH
in revenue generated by the communities

HELPING STUDENTS STAY IN SCHOOL

130 STUDENTS
students were supported through scholarships

UNLOCKING FUNDS FOR GROWTH

INR 1.42 CRORE

for improving waste management practices

SUPPORTING AND UPLIFTING COMMUNITIES

10 LAKH+

individuals impacted

INCLUSIVE LEARNING FOR ALL

250+

visually impaired students provided with reliable transport and learning resources

Real Stories, Real Change: Witnessing the Impact

Rebuilding Himachal

Himachal Pradesh's breathtaking landscapes have long been a source of admiration, but the region also faces nature's uncertainty.

The 2023 monsoon brought relentless rains and cloudbursts, swelling the Beas River and its tributaries. Flash floods and landslides reshaped parts of the region, affecting roads, bridges, schools, homes, and farmlands.

Communities across Manali, Tirthan Valley, Sainj Valley, Mandi, Pandoh, and Kaza faced immense challenges, with daily life disrupted and access to essentials temporarily cut off. Agriculture and tourism - vital to the region's economy, were impacted, but rebuilding efforts began swiftly.

To support the recovery, we partnered with the District Administration in Kaza and Kullu, the Rotary Club of Manali, and the Hotel Association & Adventure Tour Operators.

The goal was clear: **provide immediate relief while laying the foundation for long-term rebuilding.**

Through a structured 4R Approach, we worked to restore normalcy and help communities move forward with strength and optimism. Through coordinated relief and rebuilding efforts, over **10,000 people** benefited from essential support, while tourism and local businesses began to recover.

[Click to watch the video](#)



The road to recovery is ongoing, but Himachal's strength shines through. Together, we move forward - rebuilding, restoring, and ensuring that even after the storm, there is always light.

Relief

- Distributed ration kits, medicines, and essential supplies to over **600 families**

Reconstruction

- Ongoing rebuilding of a government school in Kullu, helping children return to school
- Donated materials for six new bailey bridges to reconnect villages
- Supplied 30 MT of chains to help prevent landslides in high-risk areas

Rehabilitation

- Helped families regain stability
- Restored damaged irrigation pipelines
- Provided temporary shelters for displaced families

Rescue

- Donated rescue equipment to local volunteers, ensuring better response capability for future emergencies



"When landslides struck our village, they tested our spirit. But here in the mountains, we stand together. In Sarchi, with roads destroyed and communication cut off, it felt like we were cut off from the world. Many had to walk 7-10 KM of steep trails just to reach relief points. But none of us walked alone - helping hands and kind hearts were there at every step. With the support of the MakeMyTrip Foundation, local authorities, and volunteers, 80 families in our village received dry rations and bedding. It wasn't just aid - it was a reminder that we weren't alone."

Hari Singh
Pradhan, Sarchi Panchayat

Supporting Ladakh's Communities

Ladakh's mesmerising landscapes and deep-rooted cultural heritage hold the promise of a thriving, sustainable future.

Yet, for far too long, the benefits of tourism have largely bypassed local communities, with limited job opportunities and a heavy dependence on seasonal visitors. To change this, we joined hands with World Wide Fund for Nature, India (WWF) to create meaningful, long-term livelihoods for Ladakh's people - ones that don't just bring financial stability but also honor the region's traditions and way of life.

Through skill-building programs in hospitality, cooking, and guiding, we've helped locals step confidently into Ladakh's tourism industry, not as bystanders but as active hosts, storytellers, and custodians of their heritage.

Families have been supported in setting up homestays and eco-cafés, ensuring that every visitor gets a genuine taste of the Ladakhi warmth.

Over the years, five homestays and six eco-cafés have flourished, collectively generating a steady source of income.

More importantly, they've helped reduce migration, giving people a reason to stay and thrive in their homeland. The community-led café has become a hub of opportunity, where learning and livelihood go hand in hand.

By creating opportunities that extend beyond the high season, we aim to pave the way for a tourism model that's not just responsible but also deeply enriching - for both visitors and the people who call Ladakh home.



"I am deeply grateful to WWF and the MakeMyTrip Foundation for their support. Their guidance helped me establish my eco-café, where I offer tourists an authentic taste of Ladakhi culture. The training I received empowered me to run my business successfully. Today, I earn INR 40,000 per month and can proudly support my family."

Basheer Ahmad
Eco-cafe Owner, Matayen, Ladakh

Reviving Uttarakhand's Culinary Heritage



In the hills of Uttarakhand, food is more than just a meal - it's a connection to tradition, family, and culture. Many women here have grown up cooking delicious Garhwali and Kumaoni dishes, but they've had few opportunities to turn their skills into a source of income.

Over the last couple of years we partnered with the Himmotthan Society, Tata Trusts, and local SHGs like Him Vikas Cooperative to establish a community-run café. Through training in cooking and hospitality, these women refined their talent and now serve visitors an authentic taste of Uttarakhand, all while earning a stable livelihood.



This year, **the café earned INR 5 lakh in revenue**, providing jobs and boosting confidence. But its impact reaches beyond just numbers. Rooted in sustainability, it follows eco-friendly practices and promotes responsible tourism, ensuring long-term benefits for the community.

The community-led café has become a hub of opportunity, where learning and livelihood go hand in hand. Here, women are preserving traditional recipes, welcoming guests with warmth, and building independent futures - one meal at a time.



"My name is Sulochana, and I am a resident of Jadipani. In June 2024, I joined Nathuli Café, a milestone that brought me immense happiness. This job not only provides me with financial stability but also helps me support my elder son's hotel management course and save for my younger child's education.

I am truly grateful to be a part of Nathuli Café, where I continue to learn and grow every day."

Sulochana Devi
Community Guide & Café Chef, Jadipani, Uttarakhand

Cleaning the Oceans: Neil Island Waste Management Project

Neil Island's beauty is its greatest treasure, and the people here are deeply connected to their land and sea. To preserve this paradise and prevent waste accumulation, we partnered with Kachrewaale Foundation to implement effective waste management solutions and promote sustainable practices.

A dedicated waste collection and processing system was put in place, ensuring that plastic and other waste were handled properly.

Beach and underwater clean-ups were regularly organised, bringing together waste workers and volunteers in a collective effort to protect the island. To reduce plastic waste, Water ATMs were installed, making fresh drinking water available without the need for single-use bottles. Waste workers received training, safety gear, and fair wages, turning their work into a source of respect, and stability.

Till date, over **5.6 MT of waste** has been collected, keeping the coastline and waters cleaner than ever. Waste workers now work in safer conditions, with better pay and well-earned recognition. But beyond numbers, what truly matters is the shift in mindset - locals and visitors are embracing new ways to manage waste, making small changes that add up to a big impact.

With every thoughtful step, Neil Island is paving the way for a cleaner, more sustainable future - one that honour both its natural beauty and the people who call it home.



"I have been attending Shaheed Dweep's biggest puja festival for years, where thousands gather over three days. Until last year, disposable paper cups were used. But with constant messaging and awareness efforts, the puja committee decided to switch to reusable steel glasses. To support this change, 150 steel glasses were donated by MakeMyTrip foundation and Kachrewaale Foundation in 2024, and the committee procured 250 more. This year, for the first time, there were no disposable cups. As a result, the temple's waste was reduced to mostly wet waste.

The committee is happy with the change, and so are we. It's a simple shift, but it has made the festival cleaner and more sustainable."

Rajiv Das
A Devoted Festival Attendee

Training Guides for the Road Ahead in Uttar Pradesh



Across India's heritage-rich landscapes, local communities hold stories that bring history to life. Their knowledge, passed down through generations, has the power to create truly immersive travel experiences. But storytelling is an art, and with the right skills, local guides can transform a simple tour into a journey through time.

To support this, we partnered with ITIHAAS to introduce a comprehensive training program in Agra and Fatehpur Sikri, **upskilling over 1,800 guides** with skills in storytelling, history, visitor engagement, and responsible tourism. Experts led workshops on heritage conservation, tourism etiquette, and communication, while a certification program helped guides gain professional recognition and better income opportunities.



With improved skills and confidence, these guides now offer deeper, more engaging experiences, making history feel personal for every traveler they meet. More than just enhancing livelihoods, this initiative ensures that cultural heritage is preserved through those who know it best.

Ongoing mentorship and refresher programs keep the learning alive, helping guides adapt to changing visitor expectations while strengthening their careers. Their voices now carry not just stories of the past, but also a future where tradition and tourism go hand in hand.



"I've been working as a guide at the Taj Mahal for many years, but this upskilling program taught me so much more. I learned how to share stories in a better way, talk to tourists from different countries, and explain our history in a more interesting and respectful manner. We were also taught how to take care of the monument and promote responsible tourism. After the training, I feel more confident and proud of my work."

Gaurav Gaur
Guide

Restoring Coastal Resilience in Gujarat

Gujarat's coastline is more than just a stretch of land meeting the sea - it's home to vibrant communities whose lives are deeply tied to nature. Mangrove forests here are not just trees; they are protectors, shielding villages from storms, nurturing fish populations, and supporting livelihoods. Strengthening these ecosystems means securing a future where both people and nature can flourish together.

In partnership with VIKAS Centre for Development, we worked hand in hand with coastal communities to restore these vital landscapes. Across 65 hectares, **1.62 lakh mangrove saplings were planted**, forming a natural 'Mangrove Bio-Shield' to reduce erosion and soften the impact of extreme weather. Villagers took the lead in this effort, gaining conservation skills while also earning a stable livelihood, creating 8,840 person-days of employment in the process.

Beyond planting trees, this initiative sparked awareness. Education programs highlighted how mangroves absorb carbon and protect against storms, inspiring long-term care for these forests.

The results are already visible - healthier fish stocks, stronger coastlines, and a renewed sense of community stewardship.

These mangroves will continue to grow, absorbing 520 MT of CO₂ annually while safeguarding both nature and livelihoods.

With every sapling taking root, Gujarat's coast is becoming a little stronger, one step closer to a future where resilience and sustainability go hand in hand.

[Click to watch the video](#)



"My name is Imtiyaz Sadikbhai Vat, and I live in Devla village in Jambusar, Bharuch. For years, my family and I survived doing casual labour work. It was tough, and making ends meet was always a struggle. In 2023-24, I got the chance to work as a site supervisor for a mangrove plantation project by VIKAS Centre for Development, with support from the MakeMyTrip Foundation. My wife and I both worked on the project and together we earned INR 84,425. With this money, we bought a motorbike, and now we are able to eat healthy meals every day. This work has made a big difference to our lives."

Imtiyaz Sadikbhai Vat
Devla village, Gujarat

Empowering the Visually Impaired in Delhi

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For visually impaired students, reaching school, the doctor, or engaging in activities isn't just about getting from one place to another; it's about feeling included and independent. Safe, reliable transportation builds confidence, nurtures freedom, and opens the door to new experiences.

Yet, for many, the journey hasn't always been simple. To help change that, we teamed up with the National Association for the Blind (NAB). Together, we've made dedicated transport services available, ensuring students can commute safely and comfortably. Now, each ride isn't just about getting from one place to another - it's a step towards greater independence, dignity, and connection.



The impact goes far beyond the classroom. With reliable transport, students can take part in outdoor learning, sports, and cultural events that once felt out of reach. They're discovering new passions, building friendships, and gaining the confidence to explore life on their terms.

Families, too, feel a sense of relief, knowing their children can travel freely and safely. By continuing to invest in accessible mobility, we aim to open up a world of possibilities. Making it possible for students to travel safely, explore new opportunities, and be part of the world around them.



"My name is Nuresha Tabassum, I am a Class 11 student at the National Association for the Blind (NAB) Delhi. I grew up in a small town in Jharkhand, where schooling wasn't an option for children like me. That changed when I came to NAB Delhi, where I finally got the support I needed. Getting to school was a challenge, but the MakeMyTrip (MMT) School Transport Project made it possible. With safe transport, I could focus on my studies without stress. I love writing, anchoring events, and making handicrafts. Winning first place in the Akhil Bhartiya Vidyalaya Hindi Essay Competition was a proud moment for me. It showed me that my abilities matter. With the right support, kids like me can study, grow, and chase our dreams, just like anyone else."

Nuresha Tabassum
Student, Delhi

■ Growing a Sustainable Future in Rajasthan

In the hills of southern Rajasthan, where communities have lived in harmony with nature for generations, the land has always been a source of life. Over the years, however, deforestation, overgrazing, and shifting rainfall patterns made it harder for people to sustain their livelihoods.

Through a shared vision, we partnered with Seva Mandir in 2009 to help restore these lands. Together with the villagers, an afforestation effort took root, reviving the land, strengthening livelihoods, and nurturing a shared commitment to conservation.

Native and drought-resistant species were carefully chosen, ensuring they could thrive in the region's dry conditions. Communities were trained in sustainable land use, tree care, and water conservation, turning them into custodians of their own landscape.

15 LAKH

saplings have been planted across
5,000 hectares with Seva Mandir



"I am a resident of Khuntwada, a village in Udaipur, and I have seen our land transform before my eyes. Our common pasturelands were once barren, making it hard to grow enough fodder for our livestock. But in 2019, with the support of Seva Mandir and the MakeMyTrip Foundation (MMTF), we decided to change that. Together, we planted 9,500 saplings, built conservation structures, and restored 45 hectares of grazing land. A protective stone wall now stands as a symbol of our dedication. Today, 220 households, including mine, benefit from this effort, harvesting over 400 MT of grass each year, ensuring food for our animals and security for our families.

December is special for us. It's when the whole village gathers to celebrate our harvest. Even our married daughters return home, making it a time of joy and reunion. For us women, who play a big role in collecting fodder, it is a moment of pride, we know our hard work has paid off.

This effort hasn't just helped our community; it has revived nature too. Jackals, mongooses, and sunbirds have returned, breathing life back into our surroundings. Seeing this success, we have started restoring two more pasturelands, covering 19 hectares, to continue what we started.

With our collective efforts, our land is useful again, and life in the village is better."

A resident of Khuntwada village, Udaipur

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The transformation has been remarkable. Thousands of hectares of degraded land now bloom with greenery, drawing birds and wildlife back to their natural habitat.

The soil holds more moisture, groundwater levels have improved, and villages have a reliable source of fodder and fuelwood. Beyond the ecological impact, the initiative has created employment opportunities, particularly for women and youth, strengthening local livelihoods.

Since 2009, 15 lakh saplings have been planted across 5,000 hectares, potentially sequestering 8,000 tCO₂e of carbon annually. Over **2,10,000** people's days of employment have been generated, impacting more than 67,000 lives. Communities have also harvested over 22,000 MT of fodder, ensuring a steady source of sustenance for livestock and livelihoods.

Through patience, collaboration, and care, once-barren landscapes have been transformed into flourishing ecosystems, bringing hope and sustenance to those who call this land home.



The Inside Scoop: What Our Trustees Have to Share

A vision for our future starts with the coming together of minds and ideas. Let's take a sneak peek into the minds leading our mission of a better world.



Deep
Kalra

Trustee, MakeMyTrip Foundation
Founder & Chairman, MakeMyTrip



Rajesh
Magow

Trustee, MakeMyTrip Foundation
Co-Founder & Group CEO, MakeMyTrip



Yuvaraj
Srivastava

Trustee, MakeMyTrip Foundation
Group CHRO, MakeMyTrip

Our Story. Our Future.

About MMTF

Describe the journey of MakeMyTrip Foundation in one word?

“Unfinished, because we still have a lot of work to do, but Kaizen is another favourite word of mine, it means continuous improvement, and we are getting better.”
- Deep Kalra

What advice would you give to new, aspiring NGOs?

“NGOs are the backbone of real, on-the-ground impact. My advice to them would be to stay focused on creating meaningful change. Equally important is measuring that impact, as clear metrics help showcase the work, build awareness, and attract more people to use the NGO’s services.” - **Rajesh Magow**

What do you consider to be the Foundation's greatest strength?

“Our on-ground partners and the Foundation team.” - **Yuvaraj Srivastava**

The vision ahead

What’s your vision for the Foundation in the next decade?

“As we embark on this exciting journey, I see the first decade as having laid the foundation. Now, it’s time to build on it and drive transformative change across India’s travel ecosystem.” - **Deep Kalra**

“If the past decade delivered an impact of X, my vision is forus to scale that, striving for 5X or even 10X in the years ahead. Let’s deepen our efforts and accelerate change in sustainable tourism” - **Rajesh Magow**

“A decade from now, I want people to remember us not just or taking them to beautiful places, but also for preserving those places, promoting responsible tourism, and actively protecting the destinations we all love.” - **Yuvaraj Srivastava**

Click to watch the video





Climate Action: Nurturing Our Future

Sustainability isn't just a goal - it's the heartbeat of our mission, shaping how we uplift communities and safeguard the environment. Through initiatives focused on climate action, ecosystem restoration, and responsible tourism, we collaborate with local organisations to help create long-term solutions. Whether it's restoring forests, managing waste in tourist areas, or protecting coastal ecosystems, our goal is to contribute meaningfully while ensuring communities play a central role in these efforts.

Here's a look at the work we have done so far:

■ Breathing Life into Arid Lands

Since 2009, we've been working hand in hand with Seva Mandir to restore degraded pasturelands in Rajasthan, turning barren landscapes into thriving ecosystems. Thanks to dedicated community efforts, over 15 lakh trees have taken root, breathing life back into the land. Through afforestation and soil conservation, groundwater is replenished, soil fertility is renewed, and climate resilience is strengthened.

At the heart of this transformation are the women of these communities, nurturing each sapling, caring for the land, and ensuring that these green spaces continue to flourish. Their dedication has not only created sustainable livelihoods but has also made this a true people-led movement.

This year alone, **2 lakh saplings** have been planted across **488 hectares**, furthering the mission of restoring ecosystems.



These trees contribute to the healing process by collectively absorbing **8,000 MT of CO₂ annually**, enriching the soil, and nurturing biodiversity. By combining ecological restoration with community participation, this initiative is not just about planting trees - it's about rekindling hope, strengthening bonds, and building a greener, more resilient future for all.



Nurturing Native Life in Uttarakhand

Nestled in the Himalayan landscape, Uttarakhand's forests have long struggled under the dominance of pine trees, which drain soil nutrients and limit biodiversity. To bring back the region's natural balance, we've partnered with the Central Himalayan Rural Action Group (CHIRAG) to reintroduce native species and revive precious water sources.

With van panchayats and local communities leading the way, this initiative is truly driven by the people it benefits. A simple yet powerful method, like creating nurseries in family backyards, has given residents the opportunity to nurture saplings while also providing them with a means of livelihood.

This year, **2 lakh native saplings** were planted, restoring forest health, while the revival of over 10 natural springs has improved water access for local communities. By bringing back native trees, we're also reducing the risk of wildfires and soil erosion.

Looking ahead, we aim to plant 5.5 lakh more saplings and restore 35 spring sheds - ensuring a thriving, balanced future for the land and the people who call it home.



■ The Bio-Shield of Gujarat



Mangroves are the heart of Gujarat's coastline, shielding villages from storms, providing homes for marine life, and sustaining local livelihoods. In partnership with VIKAS Centre for Development (VIKAS CFD), we've been working to restore these vital ecosystems ensuring they continue to protect and nurture life.

Across 65 hectares, **1.62 lakh mangrove saplings now stand tall,** forming a protective Mangrove Bio-Shield. These resilient trees absorb 520 MT of CO₂ annually while safeguarding villages from erosion and rising sea levels. But their impact goes far beyond protection - they enrich marine biodiversity, offer shelter for fish, and strengthen local fisheries.

This initiative is also creating livelihood for the local community members, offering families a steady source of livelihood. With local communities at the heart of conservation, this isn't just about planting trees - it's about restoring harmony between people and nature.

Building on this success, we are expanding our efforts with 2.5 lakh more saplings across 100 hectares in Anand District - taking one more step towards a greener, safer future.

Waste Solutions at High-Influx Zones - Kempty Falls

Kempty Falls, a beloved tourist spot in Uttarakhand, has long drawn visitors because of its natural beauty. But with its popularity came an ever-growing challenge: waste.

To preserve this cherished spot and support the local communities, we joined hands with the Waste Warriors Society, the Forest Department, and local groups to find sustainable solutions.

Through the Zero Waste Kempty initiative, waste is now collected door-to-door, sorted, and processed at a dedicated Material Recovery Facility, keeping recyclables out of nature. Visitors and businesses are part of this journey too, with awareness sessions inspiring responsible travel.

The impact is already clear - **115 MT of waste** have been cleared just this year. This includes the clean-up of a legacy waste dumping site, transforming the area for the better. More importantly, waste workers now have stable livelihoods, and the community is on its way to a cleaner, healthier future.

By coming together, we're proving that tourism and sustainability can go hand in hand, ensuring that Kempty Falls remains a place of wonder for generations to come.

[Click to watch the video](#)



Guarding Goa's Coastline



Morjim Beach, a serene nesting ground for Olive Ridley turtles, has long faced the challenge of plastic pollution and unregulated waste disposal, threatening its delicate ecosystem. Now, through collective action, the beach is witnessing a change. By keeping shores clean, improving waste management, and involving the community, efforts are being made to protect its fragile habitat and make Morjim a model for responsible tourism.

The Waste Management Project at Morjim Beach plays a crucial role in protecting its delicate ecosystem by keeping the beach clean and free from plastic waste while safeguarding turtle nesting areas. By working with local shack owners, vendors, fishermen, and tourists, the project aims to improve waste collection, reduce littering, and promote eco-friendly practices.

Over **1.2 MT of waste** has been cleared from key turtle nesting zones, and waste hotspots have been mapped for focused action. Local communities are learning how small changes like proper waste disposal can make a big difference. Fishing communities are also finding new ways to manage discarded nets, reducing harm to marine life.

With local authorities strengthening waste collection systems and shack owners switching to biodegradable packaging, every small effort is adding up. Together, we are ensuring that Morjim Beach remains a sanctuary for turtles, marine life, and all who love its beauty.

■ Cleaning our Pristine Shores - Neil Island Waste Management

Neil Island, with its crystal-clear waters and vibrant coral reefs, has been struggling with the rising impact of plastic waste and marine pollution. To protect its shores and keep its waters pristine, dedicated efforts are underway. Partnering with the Kachrewaale Foundation and local authorities, we are working to reduce pollution, safeguard marine life, and promote responsible waste management.

During the year, over **3.6 MT of waste** has been collected, keeping plastic and debris from reaching the ocean. Water ATMs are reducing single-use plastic, while deep-sea and beach clean-ups have removed harmful discarded fishing nets. Waste workers now have better tools and training, ensuring safer working conditions.

Through community workshops, locals, hotel owners, and tourists are embracing sustainable practices. With **12 beach clean-ups and 14 underwater dives** completed, this initiative goes beyond just preserving the island's beauty; it is laying the foundation for a cleaner, more sustainable future for both residents and visitors.



Reviving Srinagar's Gem

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Dal Lake has long been the shimmering heart of Srinagar, its waters reflecting the city's soul. But over time, plastic waste and pollution have threatened its beauty and delicate ecosystem.

To support ongoing government efforts in restoring this precious treasure, we partnered with the Jhelum Foundation in November 2024, bringing communities together.

So far, over **90 MT of waste** has been removed, improving water quality. To prevent further pollution, 500 dustbins were distributed to Shikara operators and residents, while dedicated waste workers and boats now clear debris from narrow channels.

Technology is also playing a role - ClearBot, a solar-powered robotic boat, now glides across the water, efficiently collecting floating waste.

Beyond cleanup efforts, awareness programs are inspiring locals and visitors to care for the lake. With strong community support, Dal Lake is reclaiming its beauty, ensuring that it never loses its charm.



Community Empowerment: Strengthening Ties. Enriching Lives.

Exploring the Cultural Trails of Uttarakhand

Tourism in Uttarakhand is growing, bringing new opportunities for local communities. To help them make the most of this, we partnered with the Himmatan Society and Tata Trusts to launch the Community-Based Tourism (CBT) Project - empowering entrepreneurs, celebrating heritage, and promoting responsible travel.

To build sustainable livelihoods, community members have been trained in hospitality, tourism, and customer service - equipping them with skills to manage homestays successfully.

Nature trails, eco-tourism, and heritage conservation efforts further ensure that tourism benefits both the people and the environment.

Women-led homestays and community cafés now offer visitors an authentic experience of Garhwali and Kumaoni culture while opening new economic avenues. Families, especially women, are at the heart of this transformation, welcoming guests into their traditions.

So far, **32+ homestays** have been established, and **70 local guides** have been upskilled. Local youth have also been trained as photographers and filmmakers to promote tourism, while a dedicated website and social media efforts are expanding outreach. Training the locals in guest experience, digital marketing, and storytelling continues to strengthen the region's tourism economy, creating long-term opportunities. Notably, this initiative has also helped generate additional income of over **66 lakh** for the local community.

[Click to watch the video](#)



Manali Flood Relief: Rebuilding Hope Through Education



The devastating 2023 monsoon floods in Himachal Pradesh left Manali in ruins, displacing families and destroying critical infrastructure. Among the most significant losses was a Government High School that was entirely washed away, leaving students without a place to learn. As part of our commitment to disaster relief and rehabilitation, we are supporting the reconstruction of the school, ensuring that students can resume their education in a safe and well-equipped environment.

With Light Gauge Steel Framed Structure (LGFS) technology ensuring durability and sustainability, the new school will feature well-equipped classrooms, proper sanitation, and access to safe drinking water. This will help create a brighter future, where education continues uninterrupted and every child has the opportunity to learn, grow, and dream.

Vision Beyond Sight

For visually impaired students, mobility has often been a challenge, limiting access to education, employment, and social participation. For the past six years, we have partnered with the National Association for the Blind (NAB) to help make a difference in their lives.

Reliable transportation has opened new doors, enabling over **250 visually impaired students** to travel safely to schools and training centers, reducing reliance on caregivers, and ensuring consistent attendance. A multipurpose training hall, equipped with assistive tools and vocational programs, is being made to help students develop life skills, explore career opportunities, and gain confidence.

Families are seeing a positive transformation, as students are becoming more independent and engaged.

This initiative is about breaking barriers, fostering self-reliance, and ensuring that every student can move forward with confidence and dignity.



■ Padhte Raho, Badhte Raho - A Scholarship Programme

Education is the foundation of opportunity, yet for many students who lost their parents to COVID-19, continuing their studies became an overwhelming challenge. In response, we partnered with Buddy4Study in 2021 to provide scholarships that ensured these students could pursue their dreams without financial constraints.

Now in its fourth year, this initiative continues to provide stability, resources, and hope, helping students stay on their academic path.

So far, **INR 1.1 crore in scholarships** have been distributed, supporting 130 students by covering tuition fees, study materials, and other educational expenses. Beyond financial aid, we hope to empower young minds, ensuring that no dream is left unfulfilled due to circumstances beyond their control.



For visual representation only

Travel Magar Pyaar Se: Reshaping Travel Trends

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We've always wished our travellers well, now, it's time we wished our destinations well too. Travel today is more than just ticking places off a list; it's about being mindful of the impact we leave behind. From the environments we pass through to the communities we engage with, every journey holds the power to do good. Travel Magar Pyaar Se is a movement that encourages us to travel with kindness, responsibility, and respect - to care deeply for the places we visit, the people we meet, and the planet we all share.

Objective

Our goal was simple: to reshape travel by encouraging people to think about their well-being and the environmental and the cultural footprints they leave behind. We wanted to spark a mindset shift - one where empathy, respect, and responsibility become essential parts of every journey.

What We Did

We launched an integrated campaign blending digital engagement and on-the-ground impact.

Digital Touchpoints: Influencers shared heartfelt video content, and a jingle by Manzil Mystics Foundation resonated with audiences. Social media sparked valuable conversations around responsible travel.



On-Ground Activations: Branded trucks traveled across India, spreading the message, while eco-friendly tote bags became stylish reminders of the cause.



Total Social Media Reach: 269 lakh

Mangao kuch bhi raftaar se
**Travel magar
pyaar se**
































Kursi ki peti baandho dhyaan se
**Travel magar
pyaar se**

**GAADI CHALAO ARAAM SE
TRAVEL MAGAR
PYAAR SE**

Stronger Together: Our Incredible Partnerships

Our incredible partners make this journey possible. Their dedication and expertise strengthen every step we take.

Together, we are creating change, healing the planet, and building a better future for all.

| | | | | |
|--|--|--|---|--|
| Adventure Tour Operators, Manali  | Bhumi  | Blood Connect  | Buddy4Study  | Central Himalayan Rural Action Group  |
| District Administration Kaza & Kullu  | Gurukul  | Himmothan Society (An Initiative of Tata Trusts)  | Hotel Association Manali  | Iamgurgaon  |
| Indian Traditions and Heritage Society  | J&K Lake Conservation and Management Authority  | Jhelum Foundation  | Kachrewaale Foundation  | Lotus Petal Foundation  |
| Manipal Hospital manipalhospitals <small>LIFE'S 1200</small> | Manzil Mystics Foundation  | National Association for the Blind, Delhi  | One Earth Foundation  | Raaho RAAHO |
| Rotary Club Manali  | Rotaract Club Manali  | Sarthak Educational Trust  | Sanshil Foundation  | Seva Mandir  |
| SOS Children's Villages India  | Tata Trusts TATA TRUSTS | The Burlap People  | The Kind Citizen  | Udayan Care  |
| VIKAS Centre for Development  | VisionSpring Foundation  | Waste Warriors Society  | World Wide Fund for Nature- India  | |

Volunteers: Our Helping Hands

At the heart of our organisation lies a strong commitment to volunteering, where employees are empowered to give back to society in meaningful ways. In 2024, this dedication saw 1,500 employees contribute over 2,300 hours to various social initiatives, from environmental sustainability to education and community welfare. Through these efforts, 6,000 lives have been positively impacted, making a difference in communities that need it most.

Over

2,300 HOURS

spent supporting meaningful causes

6,000 LIVES

touched through collective effort



"Volunteering with MakeMyTrip Foundation has been an enriching journey, from community outreach to sustainability efforts. Every initiative felt impactful, and working with a passionate team made the experience even more rewarding. Engaging with local communities, supporting education, and promoting eco-friendly practices reinforced the power of collective action. Grateful for the opportunity to contribute, learn, and grow."

Jacky Manwani



"My commitment to giving back led me to actively participate in CSR initiatives with MakeMyTrip Foundation. From creating electric lamps and bangles for the underprivileged to distributing blankets, every effort has been deeply fulfilling. I look forward to contributing even more in the future."

Amandeep Singh Narang





"Great things happen with great teams. I thank the MakeMyTrip Foundation team for enabling me to contribute to meaningful initiatives, whether through beach clean-ups or painting school walls. Beyond daily work, the joy of giving back has been truly special. Looking forward to more opportunities to create positive change and inspire others along the way!"

Seetal K

"Being part of social initiatives has been deeply rewarding. From making rakhis for soldiers to painting diyas for communities, every effort has made a lasting impact. My passion for volunteering began in school, mentoring students and supporting essential causes, and it continues to grow. I thank the MakeMyTrip Foundation for providing opportunities to give back, strengthening my empathy and sense of responsibility."

Amrisha



Meet The Team



**Maj. Rajneesh
Sharma**

VP - Admin, Sustainability and CSR Operations
MakeMyTrip Foundation



**Anisha
Narula**

Senior Manager and Lead - CSR
MakeMyTrip Foundation



**Hemant
Shokeen**

Assistant Manager - CSR
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